

**THE RISE OF SOCIAL MEDIA IN “*THE LAST CROWD* (2017)”  
BY OKKY MADASARI ; A SOCIOLOGICAL APPROACH**



**Submitted as Partial Fullfilment of Requirement of the Requirement for  
Getting Bachelor Degree of Education in English Department**

**by:**

**HERI SUSANTO**  
**A320140095**

**DEPARTMENT OF ENGLISH EDUCATION  
SCHOOL OF TEACHER TRAINING AND EDUCATION  
UNIVERSITAS MUHAMMADIYAH SURAKARTA  
2019**

**APPROVAL**

**THE RISE OF SOCIAL MEDIA IN THE LAST CROWD (2017) BY OKKY  
MADASARI ; A SOCIOLOGICAL APPROACH**


**Publication Article**

by:

**HERI SUSANTO**

**A320140095**

Consultant



**DEWI CHANDRANINGRUM, Ph.D**  
**NIK. 772**

ACCEPTANCE

THE RISE OF SOCIAL MEDIA IN “*THE LAST CROWD* (2017)” BY OKKY  
MADASARI ; A SOCIOLOGICAL APPROACH

Public Article

by:

Heri Susanto

A320140095

Accepted and Approved by Board of Examiner School of Teaching Training  
and Education Muhammadiyah University of Surakarta

on Mei 2018

Team of Examiners:

1. Dr. Phil. Dewi Chandraningrum, S.pd., M.Ed (.....)  
(Chair Person)
2. Dr. M. thoyibi, M.S (.....)  
(Secretary)
3. Dr. Abdillah Nugroho, M.Hum (.....)  
(Member of person)

*(Handwritten signatures of the three examiners)*



Dean,

Prof. Dr. Haryono Joko Prayitno, M.Hum

NIP. 19650428 199303 1 001

## PRONOUNCEMENT

I, undersigned below:

Name : Heri Susanto

NIM : A320140095

Research title : **THE RISE OF SOCIAL MEDIA IN “*THE LAST CROWD* (2017)” BY OKKY MADASARI ; A SOCIOLOGICAL APPROACH**

Herewith, I truthfully assert that there is no plagiarism in the public article and this research paper that I submitted is really my work, except the written of references which are mentioned in the bibliography. Then, if this research paper is proved there is any plagiarism, I will be fully responsible.

Surakarta, October 2019

The researcher,



**Heri Susanto**

**A320140095**

## **THE RISE OF SOCIAL MEDIA IN “*THE LAST CROWD* (2017)” BY OKKY MADASARI ; A SOCIOLOGICAL APPROACH**

### **Abstrak**

Penelitian ini bertujuan untuk menganalisis efek dari penggunaan social media dalam novel *The Last Crowd*. Jenis penelitian ini adalah sociological approach. Tujuan penelitian ini adalah untuk mengetahui efek dari internet social media khususnya. Data dari penelitian ini adalah keterangan yang ditemukan di dalam novel *The Last Crowd*. Peneliti menggunakan pendekatan social yang dipertajam dengan teori Kenneth dan Davin dan teori Swingewood and Laurenson. Hasil penelitian menunjukkan bahwa keluarga merupakan sebuah kelompok sosial yang di dalamnya terjadi interaksi social. Dalam penelitian ini penulis ingin menginformasikan bahwa intrnet memiliki beberapa dampak negatif yaitu: 1) Perpecahan Keluarga. *“Dan kini aku berlari dari satu perempuan yang tak kukenal keperempuanlainnya yang sekalipun bias kuingat wajahnya. (Halaman: 34).* 2) Plagiarisme. *“Mengembarabumi yang saya lihat selalu perkasa sekarang takberdaya. Kadang-kadang dia membuat kalimat pembelaan diri, tetapi batu-batu cepat dilemparkan kepadanya. “Pencurang, plagiat. Pencuri.” Tidak ada tempat untuk plagiarism di sini. (Halaman: 100)* 3) Bullying. *“Disini tempat orisinilitas. Di sini kejujuran adalah sengalanya. Tapi belum waktunya untuk mendengar suara itu tenggelam kembali, tertindas oleh suara-suara lain yang begitu besar. Suara gabungan dari banyak orang. (Halaman: 100).* Perkembangan teknologi berhasil membawa perubahan yang sangat signifikan dalam aspek kehidupan manusia, perubahan ini tetap menimbulkan konflik di keluarga dan juga masyarakat. Hasil penelitian menunjukkan bahwa *The Last Crowd* novel merupakan gambaran dari kehidupan di era digital dalam masyarakat.

**Kata Kunci:** pendekatan sosial

### **Abstract**

This study aims to analyze the effects of the use of social media in the novel *The Last Crowd*. This type of research is a sociological approach. The purpose of this study was to determine the effect of social media internet in particular. Data from this study are information found in the novel *The Last Crowd*. Researchers used a social approach that was sharpened by the theory of Kenneth and Davin and the theory of Swingewood and Laurenson. The results showed that the family is a social group in which social interaction occurs. In this study the author wants to inform you that intrnet has several negative impacts, namely: 1) Family Disunity. "And now I run from one woman I don't know to another woman who even though I can remember her face. (Pages: 34). 2) Plagiarism. "Wandering the earth that I have seen is always mighty now helpless. Sometimes he makes sentences of self-defense, but stones are quickly thrown at him. "Cheating, plagiarism. Thief. "There is no place for plagiarism

here. (Pages: 100) 3) Bullying. "This is the place of originality. Here honesty is the pain. But it was not yet time to hear the voice sink back, oppressed by other sounds that were so big. A combined voice of many people. (Pages: 100). Technological developments succeeded in bringing very significant changes in aspects of human life, these changes still cause conflicts in the family and also society. The results showed that *The Last Crowd* novel is a picture of life in the digital age in society.

**Keywords:** sociological approach

## 1. INTRODUCTION

Social problems are a phenomenon that appear in the reality of life society. Humans as social relations will be mutual need between one with others to survive. Socially human beings have equal opportunity in various life and community. Many problems that occur in the Environment society cannot be denied will cause problems with society.

According to Wilga (2016: 48), technological developments bring a change in society. One of them is the internet, there are various kinds social media. For people from various groups, social media as if it had become addictive days without using it, even almost 24 hours they did not escape from a smartphone. Social media the biggest used frequently is Facebook, Twitter, Blog, and Google. In social media anyone can freely commenting as well channel his opinions without feeling worried. This is because in internet, especially social media very easy to fake identity or commit a crime the presence of social media in the middle social problems arise which results in evil, family disorganization, and others.

In a novel, there is phenomenon that is present in society. That problem is also present in the novel namely *The Last Crowd* novel the work of *Okky Madasari* tells an overview of conditions or real reality that is in the environment society. This is displayed One problem is disorganization family caused by the media social. On the Matajaya figure disagree with *Sukendar* his father after divorcing him her mother. Since then *Matajaya* wants to take revenge against *Sukendar* has hurt his mother in a mean way that is having an affair with another woman during their marriage.

Literature is a work made by artists. Literature is a reflection of social reality in our lives. Literature and sociology have a close relationship. Sociology has the same meaning as literature because literature is reflected in the real life of humans and sociology which is reflected in humanity as a society.

The novel is one example of a literary work created by an artist. "I live in a world that has never been experienced and thought of by my preacher when I was my age even when he was still alive at almost 90 years old." That's how interesting the opening sentence of the latest novel, *Okky Madasari*, is *the Last Crowd*.

The last crowd is the fifth novel by *Okky Madasari* which was released on May 2, 2016 featuring the main characters of *Jaya negara* or Mata jaya, while presenting fresh, new stories about human anxiety entering the new world era, the digital world, the internet world.

Furthermore, the author from Magetan, East Java, wrote down the actual issues that occurred in human life, "Let alone the grandfather, even ten years ago I never imagined the world would be like this and I would live this way.

"We are now in a society that cannot be separated from technology, a society that has very close relations with social media, with the internet. A condition where it seems we are no longer just using technology, but technology and internet can also control us, "

The winner of the Equator Literary Award described the anxiety in the form of the crowd to the crowd which led to a question about the future.

The last crowd tells of a loser young man named *Jaya negara*, who lives under the grudge of his father, a professor at a famous university who always rises but back and forth to hurt his wife through infidelity. Because his life was in disarray, *Jaya negara* quit college and moved to Jakarta, hitching a ride in his girlfriend's boarding room, which had already begun his career there.

*Jaya negara's* life in cyberspace began when his girlfriend told him to find work through the internet. Initially, Jaya, who only used to make an email account, but over time the social network spread to Facebook, Twitter, Blogs, and so on. He also

changed his name to *Mata jaya*, and rewrote his life story with a completely different storyline.

A story of human confusion in the midst a fast-changing digital era, when humans don't have much change to stop, look back, and contemplate. Moving, we flock to the future and leave the past behind.

## **2. METHOD**

In this case sociology is always concerned with human activity with their environment. Learning sociology is not only human behavior but sociology elements such as society structure, social stability and social change. The relationship between sociology and literature. Generally, sociology is the study of various traits of society and the relationship between societies to the social stability of their environment (Kanneth and Davin, 2005 : 3)

Sociology as the science to study social relationship and obtain material from different source that is literature. According to Laurenson and Swingewood (1972 : p. 11) state that "Sociology is essentially the scientific, objective study of man in society, the study of social institution and the social process". Literature and sociology are a reflected of human relationship and their environment. There is a way to interact with the environment, it is related to real life. Sociology can be learned as the literary facts and the impact on social environment.

The researcher uses a qualitative research. It is a study, interpretation and also evaluating of the literature works. In this research paper, the researcher analyzes the novel using qualitative method because this type of research does not need numeral data at all.

The object of the study is fear reflected in *Okky Madasari's Thelast crowd* (2016). It is analyzed by using a sociological study. The researcher use some books which discuss about family disintegration and Sociological theory as a material object. The source of primary data is *Okky Madasari's The Last Crowd* (2016). The second data is from the others sources likes website, journal books, theory books, etc.



Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and build-in social media services currently available introduces challenges of definition; however, there are some common features.

Technique of collecting data, reading the novel *The Last Crowd*, determining the characters of the novel, make a small notes, and distinguish based on the data to be used. The technique used is to describe the novel, which contain parts of disintegration reflected in *Okky Madasari's The Last Crowd* (2016). The first step was defining the problem dealing with the purpose of the study. Second step the data based were analyzed on the classification and characteristics that refer to the main problem.

### **3. FINDINGS AND DISCUSSION**

#### **3.2 Findings**

This chapter is discussing The Rise of social media in “The Last Crowd (2017)” by Okky Madasari ; A Sociological Approach. It is divided into two parts: The first is findings of the analysis, second one is the discussions.

The progress of the development of human life is driven by the development of technological science. especially the development of information technology. The development of technology is something that we cannot avoid in this life, because technological progress will go according to the progress of science. Every innovation is created to provide positive benefits for human life. Provides many conveniences, as well as a new way of doing human activities. However, although it was originally created to produce positive benefits, on the other hand it is also used for negative things.

Social media is a technology product that is widely used by the public. Social media has opened new horizons in human life both in the context of promising means of communication and information. However, social media also has its own negative

impact, making it easier for criminals to do the action. In the novel *Kerumunan* Finally the portrayal of the emergence of social media is told using a setting in the 2000s where Indonesian people at that time were only familiar with internet sites such as e-mail, Facebook and Twitter. As in the following quote:

*People say I'm a millennial generation, 2000s generation, internet generation, digital generation! Maybe all of them are just words without meaning if I have never experienced it myself* (Pages: 11)

The quote describes the emergence of social media, The use of the word millennial generation, the generation of the 2000s then culminated into a digital generation as if deliberately created by the author to provide information to readers about the time setting experienced by my character namely Jayanegara. Based on the above quotation, it has been explained that the generation who are familiar with the internet and digital, called the millennial generation, shows that this condition occurred around the 2000s. In that year people have started to get to know the world of internet technology such as social media.

The Last Crowd, is a novel that illustrates how the emergence of social media managed to change one's identity. The problems shown in the novel *The Last Crowd* are things that have been experienced by modern society. Like the misuse of media, especially social media. Existence and self-recognition is something that can not be separated from humans today. In this day and age, we are easily connected to each other through social media. As in the following quote:

*The new world is always filled with new things. New crowds, new readings, new toys, and of course new events. All are fighting over each other's place and attention. There is no place for those who just stay quiet. Especially if you just stay put while waiting for the idea that the drier well is getting dry. Everything is now dry. Everything is just repetition. Perhaps because of that also Kelana Bumi used to steal. Because he knows his well will no longer give*

*anything, while he still wants to continue to be worshiped. (Pages: 107)*

In the quote above shows the reflection of the emergence of social media, in the quote the author wants to provide information about cyberspace which is the center of contemporary society to fight over fame or existence. The sentence 'The new world is always filled with new things' gives the meaning that the world of the internet and cyberspace continues to develop into new both in terms of reading, collection or group, and events. If there are no things that attract attention then it will disappear and be ignored. This causes people to keep racing to think about something.

*In times like this, we are only considered to exist if we are recorded and have a trace. We are judged by what we say and what we display. (Pages: 123)*

The quote shows the emergence of social media where at the moment it is very easy to find fame through social media, namely by showing himself either through photos, personal writing about himself or other information.

Family disintegration is family breakdown as a unit, because its members fail to fulfill their obligations according to their social role. Forms of family disorganization are incomplete families due to extramarital relations, divorce, poor communication between family members. The Latest Crowds novel illustrates how the Internet can be a cause of disintegration. As in the following quote:

*I could not help myself to not be crazy even though this was none of my business and had nothing to do with my life. But does it really have to be like this that people who live in this sophisticated age? We are close and close to strangers, people we have never even met. We revile people we don't know, just because we see everyone looking for them. We stare at the screen all the time because we don't want to miss everything. Living in this age, we must realize that we are a part of life around us. We must not close*

*our eyes and pretend we don't know or we don't want to know*

(Pages: 122)

The quote above shows how social media can be a cause of disintegration. Through the internet, everyone can be close and familiar with new or unknown people. The quote also proves life in cyberspace, a person can berate an unknown person just because that person has been scolded by many people. In addition, the more easily obtained information makes people easily issue provocative opinions like that of Akardewa.

### **3.3 Discussing**

The last crowd Novel is a novel that illustrates how the development of society at this time, where people use technology that slowly but surely changes their lives. The Last Crowd Novel that presents the dominance of digital culture. That culture has penetrated Indonesian people's lives. Novels that present discrepancies between Indonesian people who are known to be shy in the real world and brave communities in the digital world have entered a new phase because individuals are suspected of having split in two different mediums and taking place at the same time. The description of the emergence of social media is illustrated through the following quote:

*People say I'm a millennial generation, 2000s generation, internet generation, digital generation! Maybe all of them are just words without meaning if I have never experienced it myself* (Pages: 11)

The quote describes the emergence of social media, The use of the word millennial generation, the generation of the 2000s then culminated into a digital generation as if deliberately created by the author to provide information to readers about the time setting experienced by my character namely Jayanegara. Based on the above quotation, it has been explained that the generation who are familiar with the internet and digital, called the millennial generation, shows that this condition occurred around the 2000s. In that year people have started to get to know the world of internet technology such as social media.

In 2000 Indonesian people began to recognize social media networks. In that year a number of social sites with its own features were recorded, such as Lunarstorm, Live Journal, and Cyword, whose function was simply to expand information in the same direction. The dot.com domain became popular, where at that time 70 million computers were connected to the internet. The interests of business people also appeared on networking sites with the emergence of Ryze.com in 2001. This site aims to expand and enlarge business networks. A variety of more specific interests are increasingly appearing on the site. Then in 2001, Wikipedia, the largest online encyclopedia and wiki in the world appeared (Syam, 2016).

The last crowd novel depicts how problems in a society are increasingly rife, due to changes in the present use of all things with technology. Social media is widely used in every circle, all work makes it easier for the public in everything using social media. The portrayal of the emergence of social media is reflected in the last crowd novel as in the following quote:

*The new world is always filled with new things. New crowds, new readings, new toys, and of course new events. All are fighting over each other's place and attention. There is no place for those who just stay quiet. Especially if you just stay put while waiting for the idea that the drier well is getting dry. Everything is now dry. Everything is just repetition. Perhaps because of that also Kelana Bumi used to steal. Because he knows his well will no longer give anything, while he still wants to continue to be worshiped. (Pages: 107)*

In the quote above shows the reflection of the emergence of social media, in the quote the author wants to provide information about cyberspace which is the center of contemporary society to fight over fame or existence. This causes people to keep racing to think about something. According to Wilga (2016: 48), technological developments bring a change in society. One of them is the internet which contains various kinds of social media. For people from all walks of life, social media seems

to have become an opiate without days without using it, even almost 24 hours they can't be separated from smartphones.

The novel tells a picture of a situation or a real reality that exists in the community. This is displayed One of them is the problem of family disorganization caused by social media. Disintegration caused by social media as in the following quote:

Not until waiting for morning, news about the mosque being scribbled spread everywhere. Various headlines scattered in the media. Everyone voiced on Twitter and Facebook. Tension felt everywhere.

*Some say this is an insult to religion. Some say it's terrorism. Some also knowingly linked this to the suicide bombing that occurred some time ago. They think this is all revenge. What a distance between what people think and what actually happens*  
(Pages: 121)

The quote above shows the situation after Jayanegara and Kara scribbled on the mosque. Events that are done just for fun and venting frustration, can be a horrendous event when the incident is uploaded to social media. Through writing on social media that exaggerates the situation can make things tense. The situation in the quote above illustrates the atmosphere of panic because of the many opinions that are excessive. The use of social media is to share important information, but if the information is exaggerated it can cause various problems. Such as tension in a region, hostility, riots and so forth.

Social media functions to gather perspectives on self-image and others. This function is used by Jayanegara figures and other characters in novels who have different characters and succeed in making themselves divided. The story in the novel shows how the characters in the novel display the existence of accounts with several different names in the digital world. These accounts act as if the online world is a reality that really exists and the existence of their presence is truly alive.

#### **4. CONCLUSION**

The researcher concludes the conclusion based on the previous section. Conflicts that occur in the main character. Jaya negara who is crazy about its fame in cyberspace in Indonesia. He felt his life was reborn and free from the demands of his father. He feels free in his new world.

After analyzing the novel *The Last Crowd*, the researcher made the final part of this research paper. The most important thing of this research is. Advances in technological development, especially in social media, basically social media has positive impacts and negative impacts, the abuse of social media. In social media we can get along with strangers even if we don't know anyone. So the novel *The Last Crowd* is very important family role where in general crimes committed in social media mostly committed by children who have just reached adulthood. So the role of parents is very important to this time.

Based on the research that has been done in the novel *The Last Crowd*, it can be summarized (1) Crimes in the form of fraud committed by Kelana Bumi figures plagiarizing poetry and Nura characters who kill fetuses in their stomachs. (2) the disorganization of the family in opposition to the Jaya negara / Mata jaya leaders against his father Sukendar. (3) the problem of adolescents in Nura figures who seek attention to others and Jaya negara figures who seek identity.

#### **BIBLIOGRAPHY**

Baughman, James C. (1974). *A Structural of the Literature of Sociology*. The Library Quarterly.

Coser, Lewis A. (2007). *Sociology Through Literature*. University of California : Prentice Hall.

Wilga (2016: 48), Technological and Electronic System

Lauren, Diana and Swingewood, Alan. *The Sociology of Literature*. Paladin.

Kanneth J. Neubeck and Davita Silfen. (2005). *Sociology Diversity, Lauren, Diana and Swingwood, Alan. The Sociology of Change.*

The Socology of Max Weber and Aron (1970-1977) *Sociology as a comprehensive sience of social action.*

Ratna (2003:2) *Definitions of literary sociology.*

Wikipedia, *the largest online encyclopedia and wiki in the world appeared* Syam, (2016).

Lepenies, Wolf. (1985). *Between Literature and Science : The Rise of Sociology.*English : Cambridge University Press.

Okky Madasari. *The Last Crowd (2017).* Indonesia Gramedia Pustaka Utama Publising.

Wellek and Warren. (2011). *Theory of Literature.* Lyrasis.